

2025 PARENT SATISFACTION SURVEY ETHNICITY SNAPSHOT

The annual parent satisfaction survey is an opportunity for RisingOaks Early Learning to hear directly from families about their child's wellbeing, expression, engagement, and belonging within our programs.

Our mission is to provide nurturing play-based early learning to support each child to reach their full potential while giving families peace of mind.

What is disaggregated data?

Disaggregated data is data that is broken down into smaller units or groups; in our case, demographic categories. When possible, we disaggregate data to paint a more reflective picture of the experiences and needs of the diverse children and families in our community. (For example, what are the experiences of families with infants versus those with school-age children.) This helps us reveal trends or patterns that might be hidden when focusing only on the total (i.e., aggregate) numbers.

It is important to remember that the data presented in this snapshot only reflects the responses from the families who filled out the 2025 Parent Satisfaction Survey. While we are excited to have received 311 responses in 2025, we also recognize that our survey does not capture the experiences and input of ALL children and families in our programs.

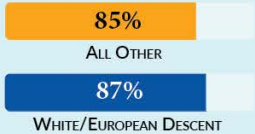
Taking Action

The survey results, including the Executive Summary, were released to all families in June 2025. Each centre team has reviewed the results and created a centre-specific summary of results along with an action plan that was shared with parents at this time as well. To view these action plans, visit <https://risingoaks.ca/parent-survey>.



SKILLS & KNOWLEDGE BREAKDOWN

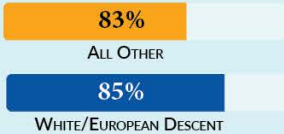
Strong early learning environments are built on knowledgeable and responsive educators who continue to grow in their practice. Looking at our survey, there were positive views of RisingOaks' staff skills and knowledge reported by 87% of White/European families and 85% of immigrant-identifying families.



COMMUNICATION DEEP DIVE

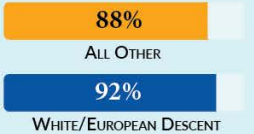


Meaningful communication goes beyond sharing updates. It builds trust and helps families feel informed, heard and connected to their child's experience. While 85% of White/European families reported positive experiences with educator communication and engagement, this was shared by 83% of families from all other backgrounds.



LEADERSHIP ANALYSIS

Effective leadership creates environments where families feel supported, respected and confident that concerns will be handled thoughtfully and professionally. Positive views of RisingOaks' staff leadership were reported by 92% of White/European families compared to 88% of all other families.



FOSTERING EXPLORATION & PLAY

RisingOaks is committed to having children learn through play-based experiences. An average of 96% White/European descent have a positive opinion of their children's experience, compared to, 92% of those from all other groups in the community.



RESPECT FOR BELIEFS, VALUES & CULTURES



At least 92% of parent respondents, in both groups, felt a positive that RisingOaks Early Learning educators value and respect differences in the beliefs, values and culture of families in the child care program.



POSITIVE IMPACT ON FAMILY'S LIFE

Overall, a very strong percentage of respondents in both groups agree that RisingOaks has had a positive impact on day-to-day family life, with 96% of White/European families and 91% of families from all other backgrounds expressing agreement.

The consistently high levels of agreement across both groups suggest that the program is meeting the needs of a diverse range of families and contributing positively to their everyday experiences. This reflects a consistently positive perception of RisingOaks' impact across both groups.



CULTURAL DIVERSITY AT RISINGOAKS EARLY LEARNING

A notable finding in this year's survey is that families who identified as Middle Eastern reported lower levels of positive agreement than other cultural groups across several measures. The largest differences were observed in:

- Feeling a sense of belonging at RisingOaks (72% positive vs. 89% overall)
- Children learning about diversity and inclusion (68% positive vs. 91% overall)
- Children expressing themselves and their identities (70% positive vs. 88% overall)
- Likelihood to recommend RisingOaks to others (Net Promoter Score of 43 vs. 86 overall)

While Middle Eastern families represented approximately 4% of survey respondents, the consistency of these results across multiple measures suggests an important difference in experience. RisingOaks views this as an important equity finding and an opportunity to better understand the experiences of Middle Eastern families. We are committed to listening, learning, and identifying actions that strengthen belonging, representation, and connection for all families.

CULTURAL DIVERSITY AT RISINGOAKS EARLY LEARNING

Cultural diversity is about learning from one another's experiences, understanding different perspectives, and building respect through meaningful connections. When children experience a variety of cultures in their everyday environment, they develop empathy, confidence, and an appreciation for differences.

The diversity within our community is one of our greatest strengths, and our RisingOaks community proudly includes families from many cultural backgrounds:

